



Start-up Investments Open Call Application form: list of questions

The purpose of the document is to inform about the questions each applicant must answer to apply and be considered for EIT Urban Mobility funding through its investment arm.

The structure of the document reflects the application form, i.e., the questions are grouped according to the sections displayed on the application platform. Please note that all questions are mandatory unless marked with asterisk (*).

Be aware that you cannot apply via this form, but only via AwardsForce:

<https://eiturbanmobility.awardsplatform.com/>

In case of any doubts or questions, please send your inquiry to:

investments@eiturbanmobility.eu

EIT Urban Mobility's start-up investment instrument consists of up to €500,000 in exchange for equity. If selected for investment, your company will also benefit from access to regional ecosystems, infrastructure and coaching to drive growth and internationalisation. EIT Urban Mobility will invest in passionate and resilient mobility entrepreneurs dedicated to building disruptive, technology-driven companies that have the potential to deliver both competitive financial returns and social and environmental good. Full information about the financial instrument can be found at the official website.

Fit to the Call

[Control] I am aware that in case of a successful application the investment is linked to a Shareholder's Agreement for the purchase of shares from the founding shareholders or acquisition of new created shares to nominal value to the latest verifiable company's valuation. Hereby, EIT Urban Mobility will own shares/ equity in the company.

Business – General Information

1. Contact person – Name and Surname
2. Contact person e-mail
3. Phone number of the main contact person
4. Company name
5. Company URL
6. Other relevant social media channels (*)
7. Incorporation date



8. Incorporation country
9. Company pre-money valuation
10. Fundraising at the moment
 11. Goal of the round (if 10-YES)
 12. Capital committed due date (if 10- YES)
 13. Profile of investors committed to the current round (if 10- YES)
14. Capital raised previously (excluding grants)
15. Revenue currently generated

Excellence | Innovation

1. Industry sector of the solution (following EIT Urban Mobility themes):
 - a. Integrated Mobility
 - b. Sustainable City Logistics
 - c. Smart Infrastructure
 - d. Mobility & Energy
 - e. Future Mobility
2. Problem description:
 - a. Is the problem addressed real/ measurable?
 - b. Which bottlenecks / challenges / needs were you able to recognize?
 - c. How did you validate your market research?
3. Development stage of the product:
 - a. How developed is the product due date? (TRL / MRL)
 - b. Does the Minimum Viable Product exist? Is it already launched?
 - c. What is the USP?
 - d. Have you performed lab validation / pre-commercial or commercial pilots?
4. Competition: what is the competitive landscape for your product/service? List your main competitors.
5. IP protection & patents: Does your venture hold any / is in the application process? If yes, please describe what will be covered and where

Traction

1. Users: number of active users using the product/service
2. Customers: number of customers paying for product/service
3. Engagement: other key metrics demonstrating progress: MAU, Revenue Growth Rate, Notable partnerships, CAC, etc.
4. What is your current monthly burn rate (in €)?

Team | Structure

1. Team Composition: Co-Founders & C-level - Table (including Team Competences: tech./ product development; sales/marketing; fundraising / contact with investors, etc.)
2. Shareholders list with >5% equity



Impact

1. SDG: to which one do you contribute (drop-down list)
 2. How do you measure your SDG contribution (e.g. quantified Co2 savings potential, Life-Cycle Assessment etc.)?
 3. Societal: No. of FTEs (*How many people are engaged in the project, summing up both full-time and part-time individuals?*)
 4. Policy to ensure team diversity – YES/NO
- If YES – upload attachment to prove it.

Attachments

1. Standard Investors Pitch Deck
2. Company valuation file
3. One Pager – [EIT Urban Mobility template](#) (Hint text: *Please note that this document will be used as the briefing file for the Investment Committee if you are qualified to the second stage of the selection process.*)
4. Company LOGO (*high resolution - to be used for marketing and communication purposes in case applicant is selected*)